



Changes in Patient Profile

- Latino population in Alabama has increased from 75,830 in 2000 to 185,602 in 2010.
- Latinos continue to be the largest U.S. minority group
- Immigrants to Alabama come from Mexico, Guatemala, Colombia, other Latin American countries and many speak little or no English



Similarities

- Speak Spanish
- Close family ties
- Moral values
- Folk tradition (music, dance, art)

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Differences Among Hispanics Living in the USA

- Country of origin
- Place of residence (rural, urban in own country)
- Educational Level
- Socio-economic status
- Immigration Status

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Beliefs and Values

- The Family Unit
 - Respeto
 - Verguenza
 - Personalismo
 - Simpatia

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Communication



- English limitation
- Tend to avoid confrontation
- Hesitate to disclose personal or family information to a stranger
- Females are more expressive than males
- Great non verbal communication

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Rigid and well defined sex roles

- **Man's Role**
 - Bread winner
 - Decision Maker
- **Woman's Role**
 - Responsible of household
 - Children's education and care
 - Mediator/keeps family together

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Health Care Beliefs and Practices!

- Religion has an impact in health practices
- Disease caused by evil spirits, magical powers and emotional upsets
- Use of alternative care:
 - Curandero
 - Yerbero
 - Espiritista

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Barriers to Receiving Health Care:

- Language
- Poverty/lack of insurance
- Lack of infrastructure
- Trust/non-verbal messages from providers

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Ways of Communication When Language Barriers

- **Non Verbal communication**
 - Facial expressions
 - Voice intonation
 - Emotional responses
 - Eye Contact
 - Touching
 - Smile

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Tips for Working With People Who Speak Another Language

- Do not think that people who are struggling with English are stupid
- Learn greetings, titles of respect, and attitude toward touching
- Write numbers down when giving instructions
- Ask questions in several different ways
- Be friendly, accepting and approaching
 - “Everybody relates to a smile”

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Language Line Services

- Dial 1-866-874-3972
- Provide to representative:
 - 6-digit client ID: 515029
 - Company Name: State of AL Dept Public Health
 - Press 1 for Spanish
 - Press 2 for all other languages
 - Enter your 3 Digit Site Code and 4 digit ph ex

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How can we best serve the Hispanic Client

- Educate yourself regarding the Hispanic Culture.
- Equip yourselves with visual aids that will enable you to communicate efficiently.
- Be sensitive to the person first and then worry about the task at hand.



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Practical steps

- **ASK QUESTIONS** - there is no such thing as a stupid question.
- **NETWORK** - form partnerships with area agencies working with ethnic group.
- **USE TRAINED INTERPRETER** - interpreters are invaluable in helping you understand both what the patient is saying, and where the patient is coming from.

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- “They may forget what you say, but they will never forget how you made them feel.”

Carl W. Buechner

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